

HOTELIER

MIDDLE EAST

MEDIA KIT 2024

WHAT WE DO

Hotelier Middle East is the definitive guide to successful hotel management in the GCC, with two decades of experience in the market and access to the industry's most important figures.

Every month in print and daily on our digital and social channels and in newsletters, we provide up-to-the-minute news, interviews, comment and analysis on the industry.

Hotelier has a monthly audience of CEOs, general managers, operation directors, procurement managers, F&B directors and more, reaching more people than any other brand operating in the same space.

For more information on bespoke digital, print and event solutions, get in touch to find out what we can do for you.

450,000

Key decision makers engage
with our content every month

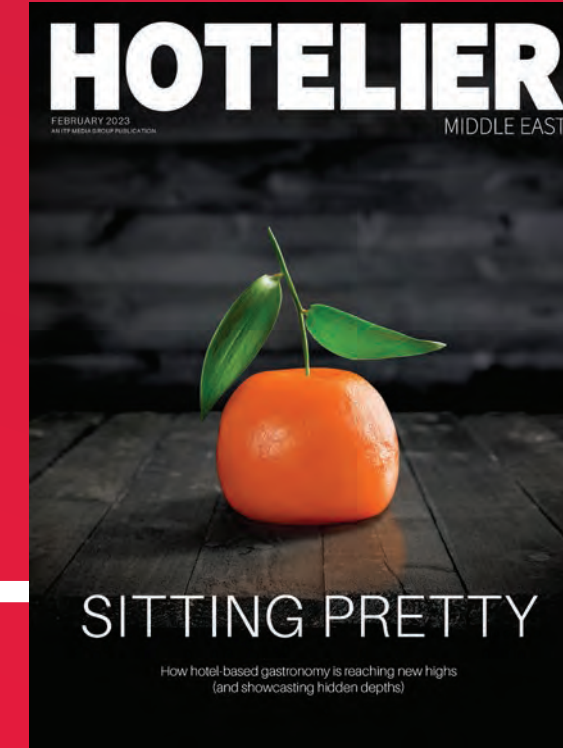


PRINT

Each month, *Hotelier's* subscription-only magazine is in front of more than 30,000 key decision makers across the GCC. From GMs to heads of department and purchasing influencers, our audience are responsible for the direction of their properties, the activities inside and the brands and suppliers that can help their hotels succeed.

Regular sections in the magazine include what's trending in the industry regionally and globally, profiles of the industry's biggest talents and rising stars, new openings, opinion pieces, career opportunities, hotel showcases and supplier features and profiles.

4,500+ print
15,000+ e-magazine
30,000+ readership



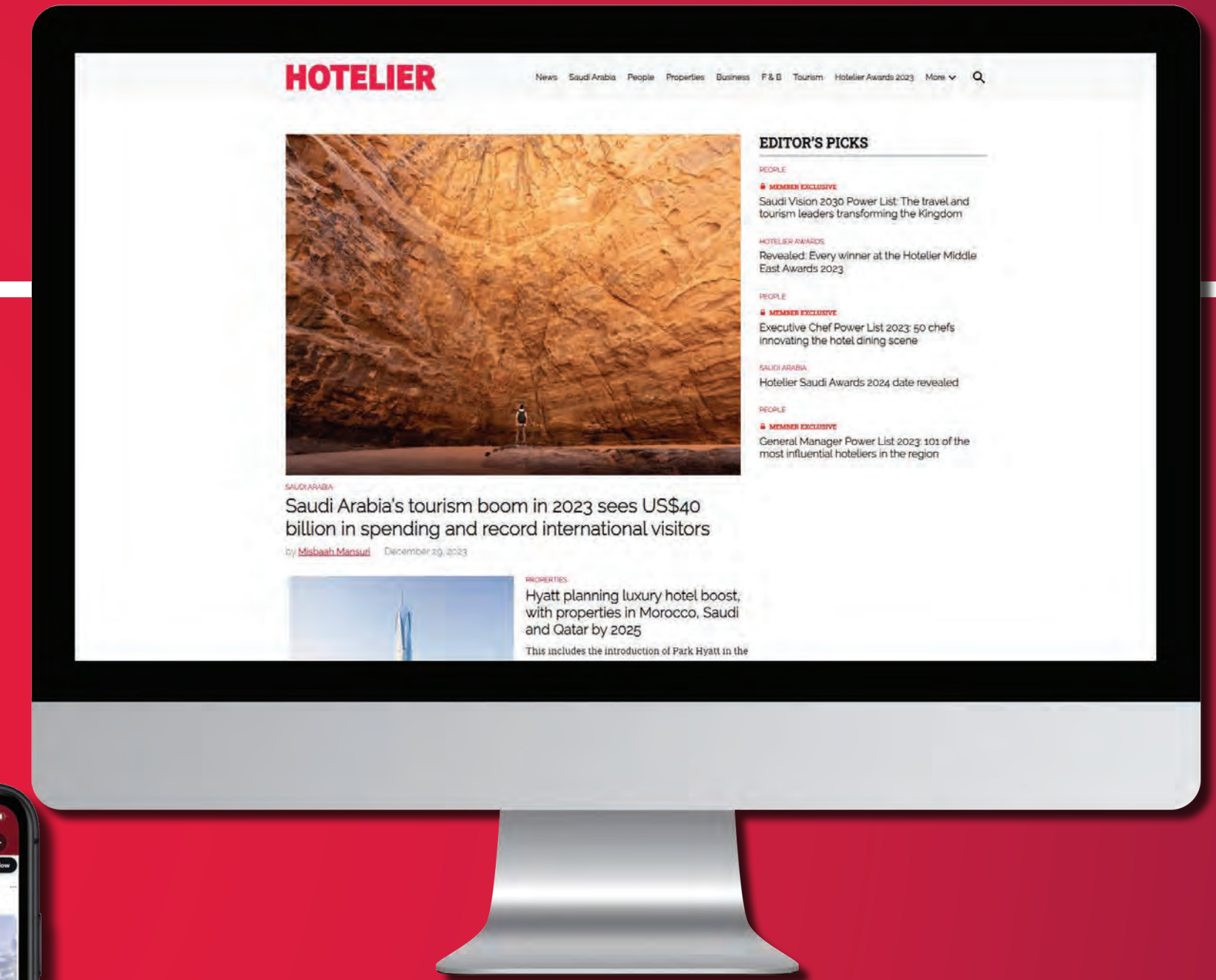
DIGITAL & SOCIAL

Hoteliermiddleeast.com is the leading website for the hospitality industry in the region, with an audience growing month on month. We are the most credible source of industry information in the GCC with a digital philosophy of being proactive, not reactive.

Our editors have their fingers on the pulse for exciting stories and exclusives, day in, day out.

In an ever-evolving media landscape, the need to stand out and provide credible information is more important than ever. Trust is key, and there is no brand better placed to deliver your message to a savvy, engaged audience.

Across Hotelier Middle East's social media channels, we speak to more than 162,000 people every single day, and that audience is growing all the time.



Facebook: 27,000

Twitter: 15,000

Instagram: 16,000

LinkedIn: 144,000

260,000+ monthly users
650,000+ monthly page views
15,000+ monthly newsletter subscribers

EVENTS

In 2024, our series of industry leading conferences will continue to be held around the region, homing in on the most-relevant topics to each territory. They provide a platform for the leaders in their fields to discuss the most important issues to them and their peers, as well as bringing the leading brands and suppliers in the region to the forefront of the conversation.

The conference series complements the annual Hotelier Middle East Awards in Dubai, and Hotelier Saudi Awards in Riyadh, which see more than 1000 VIP guests celebrate the leading lights of the industry.

We can also create tailor-made events, offering access and collaboration with our unique network and audience. As part of any partnership we can provide full event organisation, project management, execution and coverage. They include the likes of product showcases, brand activations, hotel openings, venue launches, educational workshops, industry debates and chef demonstrations.



2024

Content & events

JANUARY

Executive Power List
Suppliers: Beverage

FEBRUARY

The Digitisation of Travel & Tourism
Suppliers: Kitchen Equipment
Event: Hotelier Saudi Awards

MARCH

Women in Hospitality
Suppliers: Sustainable

APRIL

Housekeeping
Suppliers: Essential
Housekeeping Products
***Event: The General
Manager Summit***

MAY

Marketing Power List | ATM
Suppliers: Guest Room Amenities

JUNE

The region's biggest
hospitality developers
Suppliers: Entertainment & Leisure

JULY

Abu Dhabi special report
Suppliers: Wellness

AUGUST

Sustainability in hotels
Suppliers: Technology

SEPTEMBER

Hotel Chef Power List
Suppliers: Chef Suppliers
***Event: Hotelier Middle
East Awards***

OCTOBER

Hotelier Middle East Awards
Suppliers: Coffee

NOVEMBER

GM Power List
Suppliers: Luxury Products

DECEMBER

Jeddah & Saudi's West Coast
Suppliers: Eco-friendly amenities

RATE CARD

PRINT	
Full page	\$6,250
Half page	\$3,125
Double page spread	\$10,500
Inside front cover	\$7,950
Inside front cover spread	\$13,900
Outside back cover	\$9,950
Full page advertorial	\$8,125
Double page advertorial	\$12,250

DIGITAL	
Digital advertorial	\$15,000
Mixed display banners	\$150 CPM
Email marketing	\$150 CPM
Newsletter banner (one week)	\$3,500
Dark post (Facebook / Instagram)	\$150 CPM
Section takeover (100% SOV, one day)	\$7,500
Channel takeover (100% SOV, one day)	\$15,000

SPECIAL ACTIVATIONS	
Front cover collaboration	POA
Video interview	POA
Round table	POA
Video creation	POA
Event coverage	POA

Contact the commercial team for a bespoke solution

CONTACT US

COMMERCIAL

SALLY WHITTAM

Group Commercial Director
sally.whittam@itp.com
+971 4 444 3348

RICHARD MOBBS

Advertising Director
richard.mobbs@itp.com
+971 52 175 058

JAD KARAM

Senior Commercial Manager
Jad.Karam@itp.com
+971 58 214 3807

EDITORIAL

PAUL CLIFFORD

Group Editor
paul.clifford@itp.com

VERONICA CARPIO

Editor
Veronica.Carpio@itp.com